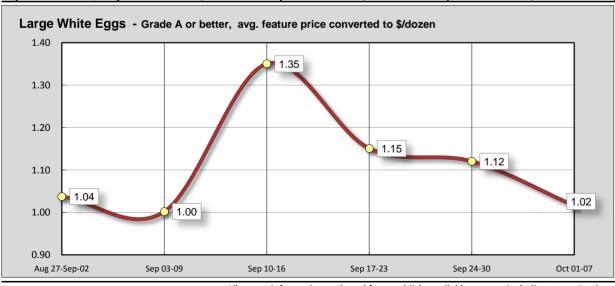
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07. (prices in dollars per carton)

(рпо	cs in doi	iais pei e	artorij											
	SHELL EGG NATIONAL SUMMARY													
		THIS \	NEEK		PREVIOUS WEEK				PREVIOUS YEAR				F	
re Rate	46.1% of 19,200 stores				40.6% of 19,200 stores				27.9% of 18,600 stores				ķ	
	X LARGE		X LARGE LARGE		X LARGE		LARGE		X LARGE		LARGE		Ŀ	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	E	
						•		•		· ·			_	

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
Feature Rate		46.1% of 19,200 stores				40.6% of 19,200 stores				27.9% of 18,600 stores				
			X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
_	USDA GRADE AA													
R	White 12 pack	70	0.86	550	1.13	40	1.06	490	1.12	30	1.10	820	1.17	
E	White 18 pack			130	1.98			1,160	1.87			390	1.68	
U	Brown 12 pack													
ı	USDA GRADE A													
A	White 12 pack	100	1.19	900	0.91	30	1.29	1,040	0.94	50	1.11	550	0.92	
R	White 18 pack			260	1.50			260	1.92			300	1.45	
	Brown 12 pack													
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	90	3.99	1,090	3.92	20	4.78	940	3.71			1,070	3.74	
P E	OMEGA-3													
	White 12 pack	170	2.48	2,700	2.21	180	1.98	2,100	2.06	240	2.94	1,410	2.74	
C	Brown 12 pack							160	2.47			240	2.46	
Ā	CAGE-FREE													
î	White 12 pack	150	2.59	850	2.51			210	2.17			1,050	3.11	
Т	Brown 12 pack			2,510	2.60			1,420	2.83			1,060	3.26	
Ŷ	VEGETARIAN FED													
•	White 12 pack			150	2.49							190	2.50	
	Brown 12 pack			290	2.16			530	2.64	260	2.50	620	2.60	

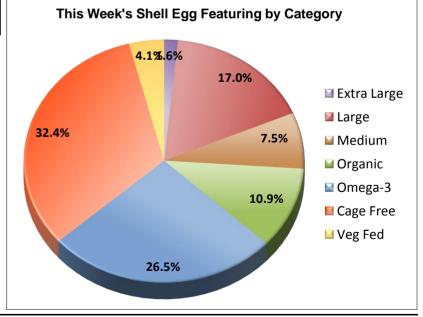


Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,010	3,020	2,140	Large Eggs on
Specialty	8,000	5,560	6,140	Sep-27-2010
Total (includes MD)	10,820	8,680	8,330	496.2
Special Rate 4/:	6.4%	7.7%	0.4%	down 11%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

As the market enters the Fall demand season, featuring of regular shell eggs is decline by a third. Specialty eggs, however, remain prevalent in store ads throughout the country. The average ad price of Grade A or better, Large white eggs continues to decline as consumers are finding an increasing number of eggs offered under the \$1 per dozen mark. However, much of the price drop this week is attributable to an ongoing fluctuation in 18-pack offerings on the West Coast. Grocers continue using "no price" specials to attract shoppers with "buy one, get one free" and "free eggs with additional purchase" promotions. Medium sized eggs are commanding more ad space this period with nearly an eight percent share of all shell egg ads. Cage-free eggs lead the specialty category and are featured in all regions. Omega-3 white eggs are also enjoying a larger share of ad space this week. Liquid egg features are not as visible as in previous weeks.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

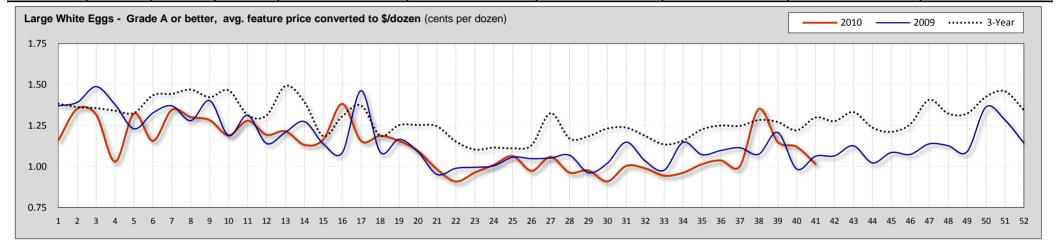
		NORTHEAST U.S.	DUT	SOUTHEAST U.S.	局	MIDWEST U.S.	n.			
Feature Rate ^{1/} Activity Index ^{4/}			RI,VT) sampled outlets 10 (includes Medium)		sampled outlets 60 (includes Medium)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 41.3% of 3,200 sampled outlets Activity Index = 2,140 (includes Medium)				
		EXTRA LARGE	LARGE	EXTRA LARGE	LARGE	EXTRA LARGE	LARGE			
	CLASS	Price Range Stores Avg 3/	Price Range Stores Avg		Price Range Stores Avg 3/		Price Range Stor	es Avg 3/		
USDA	White 12 pack									
GRADE	White 18 pack									
AA	Brown 12 pack					144.11				
	MEDIUM	·	0.79 - 1.00 200 0.9	White 12 pack	0.79 - 1.00 340 0.90	White 12 pack	0.59 - 1.00 1	40 0.89		
USDA	White 12 pack White 18 pack		1.29 10 1.2		2.00 30 2.00			20 2.00		
GRADE			1.29 10 1.2	9	2.00 30 2.00	' 	2.00	20 2.00		
A	'	White 12 nack	0.79 50 0.7	9 White 12 pack	0.50 - 0.68 30 0.63	White 12 pack	0.48 - 0.77 5	20 0.59		
	MEDIUM	White 30 pack	0.70 00 0.7	White 30 pack	0.00 0.00	White 30 pack	0.10 0.11	20 0.00		
USD	A ORGANIC	·		·		·				
	White 12 pack									
S	Brown 12 pack	3.99 90 3.99	3.49 - 4.38 700 3.8	8						
E OME	EGA-3									
c	White 12 pack	4.19 20 4.19	1.99 - 2.99 730 2.2	1	2.00 - 2.99 1,150 2.04	2.25 150 2.25	1.99 - 2.99 4	40 2.27		
1 046	Brown 12 pack									
A CAG	SE-FREE White 12 pack	2.59 150 2.59	2.69 50 2.6	0	2.50 400 2.50		1.79 - 2.50 2	50 2.48		
L	Brown 12 pack		1.99 - 2.99 430 2.4		2.50 400 2.50			.50 2.46 .60 2.51		
VFG	ETARIAN FED		1.33 - 2.33 430 2.4		2.30 - 3.39 1,010 2.02		2.00 - 3.33 4	-00 2.51		
Υ	White 12 pack						2.49 1	50 2.49		
	Brown 12 pack		1.99 - 2.99 280 2.1	6				10 2.00		
•	-	SOUTH CENTRAL U.S	A	SOUTHWEST U.S.		NORTHWEST U.S.		A		
		(AR,AZ,CO,KS,LA,MO,NM,OK,TX,	UT)	(CA,NV)	A	(ID,MT,OR,WA,WY)				
	ature Rate 1/	39.3% of 3,500	sampled outlets	· ·	sampled outlets	14.1% of 1,000				
Act	tivity Index 2/	,	60 (includes Medium)		00 (includes Medium)		0 (includes Medium)			
USDA	White 12 pack		0.89 10 0.8	9 0.84 - 0.99 30 0.89	0.89 - 1.50 430 1.19		0.77 - 0.99 1	10 0.92		
GRADE	White 18 pack				1.98 130 1.98	3				
AA	Brown 12 pack MEDIUM	White 12 pack	0.50 80 0.5	0 White 12 pack	0.50 40 0.50	White 12 pack	0.50	20 0.50		
	White 12 pack		0.49 - 1.29 210 0.9	·	1.00 10 1.00		0.50	20 0.50		
USDA	White 18 pack		0.95 - 2.00 200 1.3		1.00					
GRADE										
Α	MEDIUM	White 12 pack	0.50 40 0.5	0 White 12 pack	0.79 10 0.79	White 12 pack	1.08	10 1.08		
	MEDIUM	White 30 pack	0.79 10 0.7	9 White 30 pack		White 30 pack				
USD	A ORGANIC									
s	White 12 pack									
ь	Brown 12 pack		3.99 190 3.9	9	3.99 200 3.99	9				
E	EGA-3 White 12 pack		169 100 110 10		200 260 200	, l	2.50	10 2.50		
С	Brown 12 pack		1.68 - 1.99 110 1.9		2.99 260 2.99	' 	2.59	10 2.59		
CAG	BE-FREE									
A	White 12 pack		2.50 80 2.5	0	2.50 40 2.50)	2.50 - 2.99	30 2.70		
-	Brown 12 pack		1.99 - 2.99 530 2.3		2.50 50 2.50			30 2.70		
YVEG	ETARIAN FED									
	White 12 pack									
	Brown 12 pack									
		II Egg and Egg Products Foat						2 of 2		

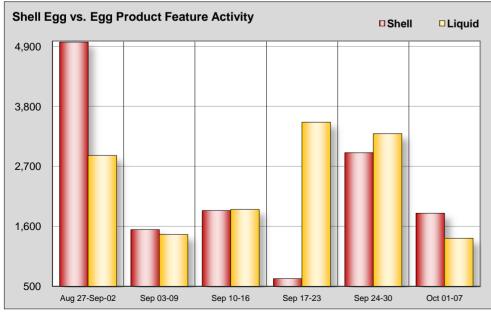


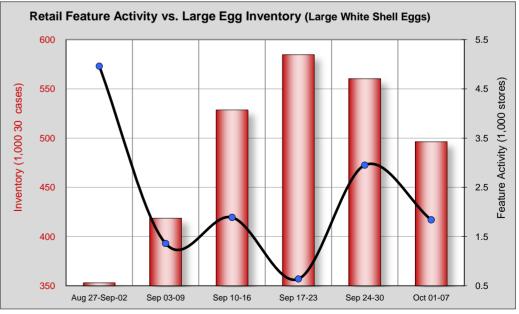
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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07. (prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	9.0%	8.1%	6.1%	24.5% of 4,0	24.5% of 4,000 sampled		4.1% of 5,100 sampled		6.0% of 3,200 sampled		2.1% of 3,500 sampled		9.0% of 2,400 sampled		4.7% of 1,000 sampled	
2/ Activity Index	1,380	3,300	1,220	Activity Index = 920		Activity Index = 210		Activity Index = 190		Activity Index = 40		Activity Index = 0		Activity Index = 20		
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,130 2.29	2,380 2.12	510 2.47	1.99 - 3.00	680 2.47	1.50 - 1.98	210 1.96	1.50 - 2.29	180 1.90	2.49	40 2.49			2.49 - 2.99	20 2.66	
32 oz. crtn	240 4.24	660 4.16	710 4.54	3.99 - 5.99	240 4.24											
3 - 4 oz. cup	10 2.00	260 2.47						2.00	10 2.00							
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.